

## EAST Search History

## EAST Search History (Prior Art)

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
S30	985	((profile preference demographic) same (score degree likelihood probability) same effectiveness)	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT	OR	ON	2009/09/10 10:28
S31	154810	(relat\$3 associat\$3 correlat\$3) same (advertis\$5 ads commercial infomercial) same (program\$4 show event)	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT	OR	ON	2009/09/10 10:30
S32	116	S30 and S31	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT	OR	ON	2009/09/10 10:30
S33	21	S30 same S31	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT	OR	ON	2009/09/10 10:30
S34	9	S32 and "725".clas.	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT	OR	ON	2009/09/10 10:32
S35	30	S32 and ((@ad<="20031110") (@rlad<="20031110") (@prad<="20031110"))	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT	OR	ON	2009/09/10 10:33
S36	11750	(relat\$3 associat\$3 correlat\$3) with (advertis\$5 ads commercial infomercial) with (program\$4 show event)	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT	OR	ON	2009/09/10 10:36
S37	39	S30 and S36	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT	OR	ON	2009/09/10 10:37
S38	14	S37 and ((@ad<="20031110") (@rlad<="20031110") (@prad<="20031110"))	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT	OR	ON	2009/09/10 10:37
S39	7	("7146627").URPN.	USPAT	OR	OFF	2009/09/10 10:39

S40	37	("5371551"   "5446919"   "5483278"   "5559549"   "5565909"   "5635989"   "5636346"   "5664046"   "5699473"   "5701383"   "5704017"   "5717923"   "5754651"   "5758257"   "5758259"   "5761371"   "5774170"   "5781228"   "5801747"   "5848396"   "5867226"   "5898456"   "5953073"   "5977964"   "6002393"   "6005561"   "6018612"   "6029195"   "6091883"   "6134532"   "6157772"   "6169842"   "6233389"   "6236395"   "6304714"   "6324338"   "6553178").PN.	US-PGPUB; USPAT; USOCR	OR	OFF	2009/09/10 10:39
S41	2	S40 and (S30 or S36)	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT	OR	ON	2009/09/10 10:40
S42	266	("6177931").URPN.	USPAT	OR	OFF	2009/09/10 10:45
S43	63	("5036314"   "5105184"   "5155591"   "5212553"   "5223924"   "5233423"   "5319445"   "5325183"   "5353121"   "5377317"   "5398074"   "5410344"   "5432561"   "5434626"   "5440678"   "5452012"   "5479497"   "5523796"   "5524195"   "5526034"   "5528304"   "5534911"   "5541662"   "5557338"   "5559548"   "5559549"   "5559550"   "5583560"   "5585838"   "5585866"   "5594509"   "5600364"   "5606374"   "5621456"   "5629733"   "5630119"   "5635978"   "5635989"   "5650826"   "5650831"   "5652613"   "5652615"   "5661516"   "5666498"   "5689666"   "5694176"   "5699125"   "5710601"   "5734853"   "5737028"   "5760821"   "5781246"   "5790202"   "5793438"   "5801747"   "5808694"   "5828420"   "5844620"   "5850218"   "5867227"   "5903314"   "5917481"   "5940073").PN.	US-PGPUB; USPAT; USOCR	OR	OFF	2009/09/10 10:45

S44	323	((@ad<="20031110") (@rlad<="20031110") (@prad<="20031110"))	US-PGPUB; USPAT; USOCR	OR	OFF	2009/09/10 10:46
S45	74	S44 and S36	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT	OR	OFF	2009/09/10 10:46
S46	0	S44 and S30	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT	OR	OFF	2009/09/10 10:48
S47	6417	(relat\$3 associat\$3 correlat\$3) with (advertis\$5 ads commercial infomercial) with (program\$4)	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT	OR	ON	2009/09/10 11:06
S48	78565	((profile preference) and (score degree likelihood probability) and effectiveness)	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT	OR	ON	2009/09/10 11:10
S49	656	S47 and S48	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT	OR	ON	2009/09/10 11:10
S50	55	S49 and (725/32-36).ccls.	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT	OR	ON	2009/09/10 11:10
S51	33	S50 and ((@ad<="20031110") (@rlad<="20031110") (@prad<="20031110"))	US-PGPUB; USPAT; USOCR	OR	OFF	2009/09/10 11:10
S52	2	(program\$4 same categor\$3) and "20050155056"	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT	OR	OFF	2009/09/10 13:20

### EAST Search History (Interference)

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9/ 10/ 2009 3:09:32 PM

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